

Shaping the dialogue between business, government and society

01

About us

Our achievements

Best Lawyers

RGRU
РЕЙТИНГ
ЮРИСТОВ
И ИХ КОМПАНИЙ


GOLD QUILL AWARDS


ЛИДЕРЫ
ЮРИДИЧЕСКОГО
РЕЙТИНГА


АССОЦИАЦИЯ
МЕНЕДЖЕРОВ

 РАСО

11 years in the market — key figures.

200+

GR, lobbying, Public Affairs and socio-political projects at the federal and regional levels.

30+

experts on the team.

Over the past ten years, Baikal Lobridge has built a strong and sustainable expertise in Government Relations, lobbying, analytics and strategic communications.

We support clients in their interaction with government authorities, public institutions and expert communities, transforming institutional risks into manageable strategic opportunities.

02

Mission and Values

Mission

Baikal Lobridge helps leaders navigate complex institutional environments with confidence.

We transform data and analytics into strategic decisions that strengthen organizational resilience, foster constructive dialogue between business, government and society, and contribute to shaping the future of the GR profession.

Baikal Lobridge®



Values

01 Proactive Responsibility

Baikal Lobridge operates exclusively through lawful and transparent methods. Personal and corporate reputation outweighs short-term gain.

As a contractor, we take responsibility for delivering the results promised to the client.

As a category visionary, we take responsibility for the development of the profession, education and the introduction of new technologies and approaches.

As an employer, we are responsible for employee development and adherence to ethical standards.

As a company, we uphold social responsibility, integrity and the sustainability of both government and business institutions.

02 Consistency and Methodological Flexibility

The company applies unified analytical standards, regulated approval procedures and strict quality control. All projects are conducted under transparent methodologies with clearly defined stages, timelines and responsibilities.

While operating within standardized processes, we remain flexible and adapt our approach to mitigate risks and respond promptly to changes. All adjustments are discussed and agreed upon with the client in advance.

Values

03 Intellectual Integrity and Evidence-Based Analysis

All positions are grounded in facts and transparent assumptions. We apply scenario analysis and maintain an internal expert development framework. Knowledge is consolidated into a unified precedent database to ensure standardization and knowledge transfer.

We follow a corporate standard for analytical depth and data visualization, ensuring data quality, sufficient granularity and rigorous validation of conclusions.

Our work draws on academic research, and we conduct original studies that advance the GR industry and critically assess prevailing management practices.

04 Commitment to Measurable Outcomes

We strive to define measurable success criteria for our clients' businesses, including revenue growth, cost optimization, timeline acceleration and regulatory risk reduction.

Objectives and KPIs are fixed prior to project launch, and results are demonstrated in financial and time-based terms upon completion. If a result is promised — measurable or not — we take responsibility for its delivery.

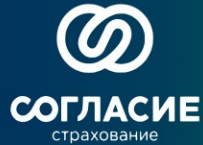
Values

05 Partnership and Client Self-Sufficiency

We transfer tools and strengthen internal competencies to ensure that clients remain independent in their communications. Our objective is to empower clients, not to prolong engagement for its own sake.

Within our ecosystem, we develop research initiatives, professional expertise and educational programs, fostering a sustainable GR culture and supporting the autonomous development of client capabilities.

Trust proven by results



03

Company
Ecosystem

Ecosystem

Master brand

Baikal Lobridge®

Level 1 — Ecosystem

GR-School

 School

Think tank

 Analytics

Research + Literature

 Insights

Climate Practice

 Enviroment

Level 2

GR-Forum

GR—Con
by Baikal Lobridge®

GR Digital solutions

Baikal Tech
by Baikal Lobridge®

GR Media outlet

GL
by Baikal Lobridge®

Independent brands

Research Centre for Legal Expertise

НЦ
ПРАВОВОЙ
ЭКСПЕРТИЗЫ

“Lake Baikal” Foundation

 Фонд
Озеро
Байкал

04

Solutions

Industries

Pharma, medical goods & supplements	Perfumery & Cosmeceuticals	Healthcare & Insurance	Energy, Oil & Gas, Petrochemicals	Retail
				
Platform Economy	IT, telecom & Information Security	Tobacco & Alcohol	Metallurgy & Mining	Food & Agriculture
				
International Relations & Security	Climate & Ecology	Construction & Real Estate	FinTech & Banking	Automotive & Machinery Manufacturing
				
Public Sector	Creative Economy	Unmanned Systems		
				

Capabilities

GR in M&A	GR pre-IPO	GR in PPP	Lobbying projects	Regulatory Risk Assessment
				
Stakeholder Mapping	Market Entry & Re-Entry	Crisis Communications	Reputation Management	GR & Public Affairs Training
				
Digital & Reputational Risk Management	Regulatory Monitoring	GR Strategy Integration	Geopolitical & Sanction Risk Analysis	Political Consulting
				
State Support Measures	Legislative & Regulatory Affairs	Climate & Sustainable Development	GR Capability Assessment & Audit	Scenario Modelling
				

01 Lobbying Projects

Comprehensive representation of client interests before public authorities through the establishment of institutional dialogue and influence on the regulatory environment.

Projects integrate analytical, legal and communication tools to advance initiatives, build coalitions and protect client positions, taking into account the political and administrative specifics of the country and macro-region.

The implemented set of measures ensures a favorable operating environment, sustained public-policy presence and long-term reputational strength.

02 Analytics & Consulting

Analysis of the political and legal landscape, assessment and forecasting of regulatory changes and development of strategic solutions for effective engagement with public authorities and key stakeholders.

This solution supports clients in maintaining stable positions amid regulatory transformation and increasing transparency, legitimacy and public accountability requirements.

03 Public Affairs & GR

Support for corporate and public-sector clients in the public sphere and in engagement with government bodies to strengthen positioning and enhance legitimacy.

A strategic role is defined for the client — whether as a technology leader, systemically important company, ESG innovator or investment driver. Coalition architectures are built with key experts, industry and regional partners.

A coherent narrative is developed, supported by social, economic, legal and technological arguments, alongside scenario-based engagement plans in political and expert processes. These solutions are integrated into the client's corporate communications and GR function, reducing regulatory risks and increasing policy influence.

04 Legislative & Regulatory Affairs

End-to-end support throughout legislative and consequent regulatory processes — from diagnosis of regulatory challenges to implementation within the legal framework.

This includes drafting and promoting legislative initiatives and regulatory acts, preparing legal opinions and justifications, conducting regulatory analysis and expertise, and defending client interests during public consultations, working groups and regulatory procedures.

This approach enables clients not only to respond proactively to legislative changes but also to establish sustainable positions within the regulatory environment.

05 Market Entry Support & Business Diplomacy

Comprehensive support for clients entering new markets under political, regulatory and socio-cultural uncertainty, as well as assistance for foreign companies returning to the Russian market.

The solution integrates sectoral and legal analysis, institutional consulting and trust-building with key stakeholders — from public authorities to local expert and industry communities. It includes political and regulatory risk assessment, stakeholder mapping and segmentation, strategic partnerships, GR and communication strategies, and participation in public and expert processes.

06 Corporate Education

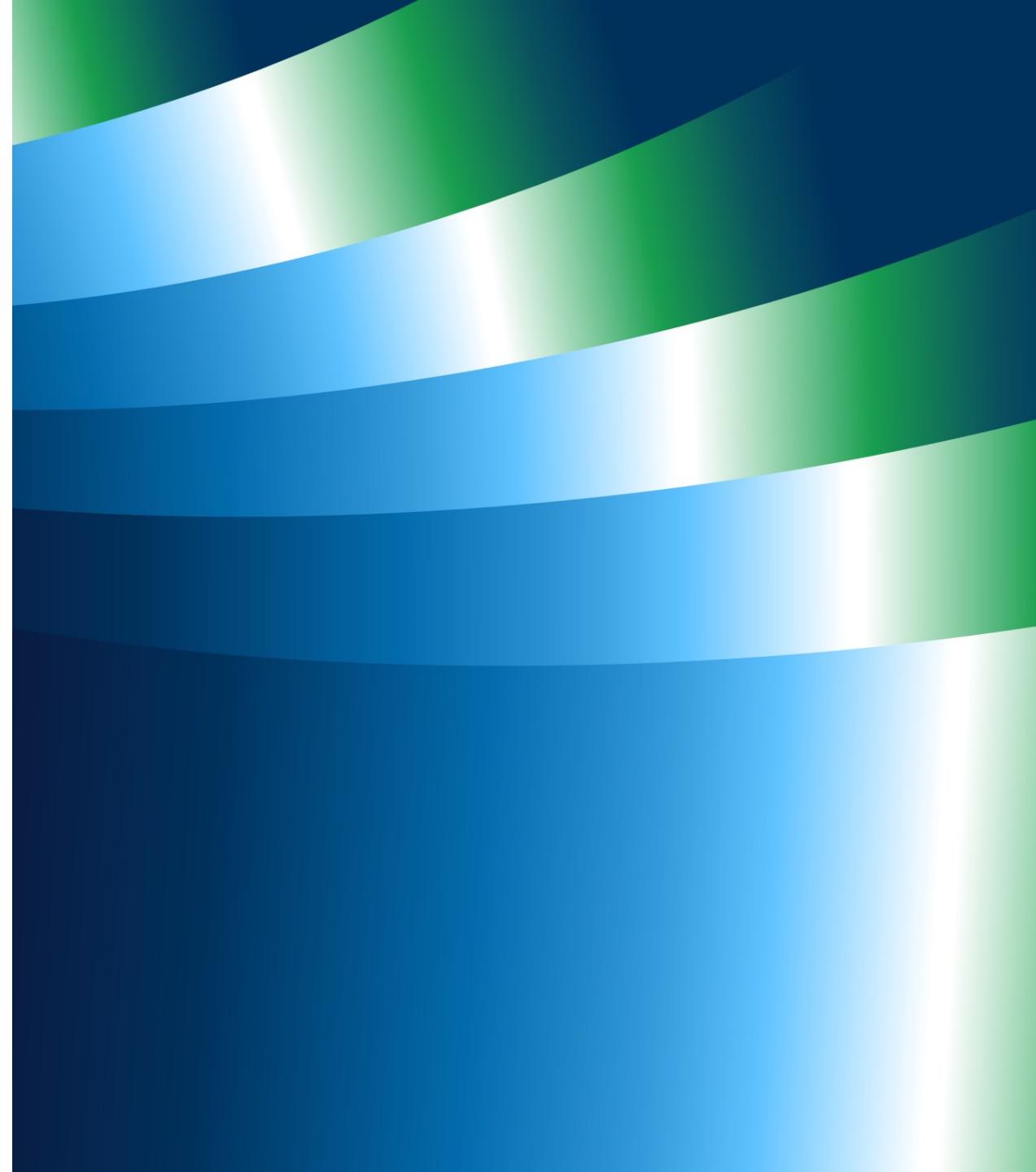
Design and implementation of educational programs aimed at building competencies in government engagement, political and regulatory risk management, and strategic communications.

The solution fosters a shared internal understanding of the political and regulatory environment, enhances managerial and analytical skills and reduces business dependency on external risks through systematic team development.

07 Digital & Crisis Communications

Support in the digital environment to protect reputation, manage negative information, and mitigate political, sanctions-related and regulatory risks.

The solution ensures a stable public image for companies or individuals, builds strategic digital communications and enables rapid response to crisis situations.



Centre for Analytics & Intelligence

01 Climate Risk Analysis

Systematic assessment of risks associated with global climate change and its consequences, including shifts in migration flows, geopolitical and economic priorities and supply chain disruptions.

The analysis enables governments and corporate clients to allocate resources and priorities effectively over the long term — for businesses in investment policy and international expansion planning, and for governments in regional development, climate adaptation and migration policy.

02 Competitive Intelligence

Systematic collection, analysis and interpretation of data on competitors to identify strategic priorities, operational vulnerabilities, and potential market moves.

Unlike one-off competitive reviews, this solution involves continuous monitoring and adaptation to rapidly changing business environments, which is particularly critical in closed or highly regulated markets.

Centre for Analytics & Intelligence

03 Political & Regulatory Risk Analysis

Assessment of the impact of changes in public policy, sanctions, regulatory and administrative frameworks on business models, operations and strategic plans.

The solution helps companies anticipate threats, identify sustainable growth opportunities, mitigate risks in highly regulated sectors and build sound market strategies.

04 Country Risk Analysis

Systematic assessment of political, economic, regulatory, social and cultural factors affecting the business climate and investment reliability of a specific country.

This analysis supports informed decisions on market entry, international restructuring and geographically diversified portfolio management.

Centre for Analytics & Intelligence

05 Social Media Intelligence (SOCMINT)

Support in analyzing discourse across social and digital media to assess public perception of brands, individuals, or issues, identify latent trends, and prepare for crisis communications by identifying sources of negativity and competitor campaigns.

The solution combines OSINT, digital forensics and media semiotics, enabling interpretation of both short-term audience reactions and long-term shifts in the media landscape.

06 Scenario Modelling

Comprehensive development and quantitative-qualitative modeling of political, regulatory and macroeconomic scenarios, tailored to industry specifics, geographic presence and client strategic interests.

Models are customized to client strategy and operations, incorporating resilience, vulnerability and growth point assessments across alternative external environment configurations.

05

Team

Executive management



Eduard Voytenko

CEO
Managing Partner

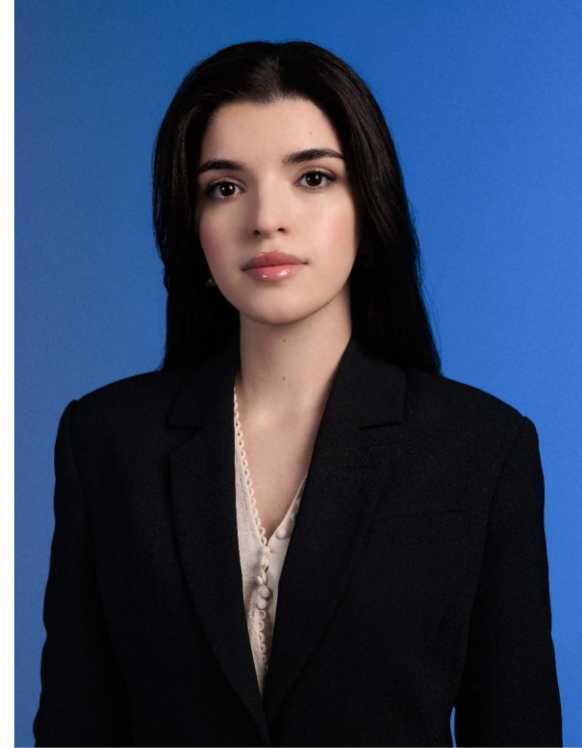
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Sofia Strakhova

Executive Director

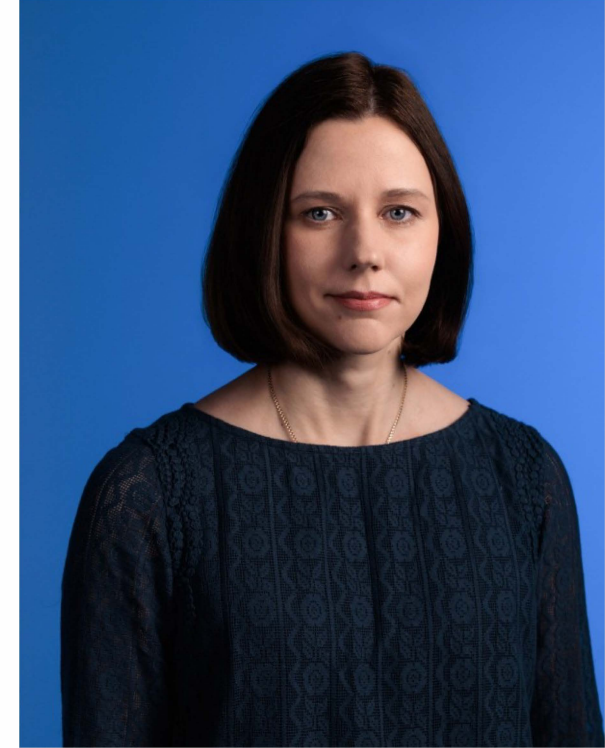
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Client practices



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Client practices



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Client practices



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The background features a series of overlapping, wavy bands of color. From top to bottom, the colors transition from a dark blue at the top right, through various shades of green, to a light blue and white at the bottom left. The waves flow diagonally across the frame.

06

Our partners

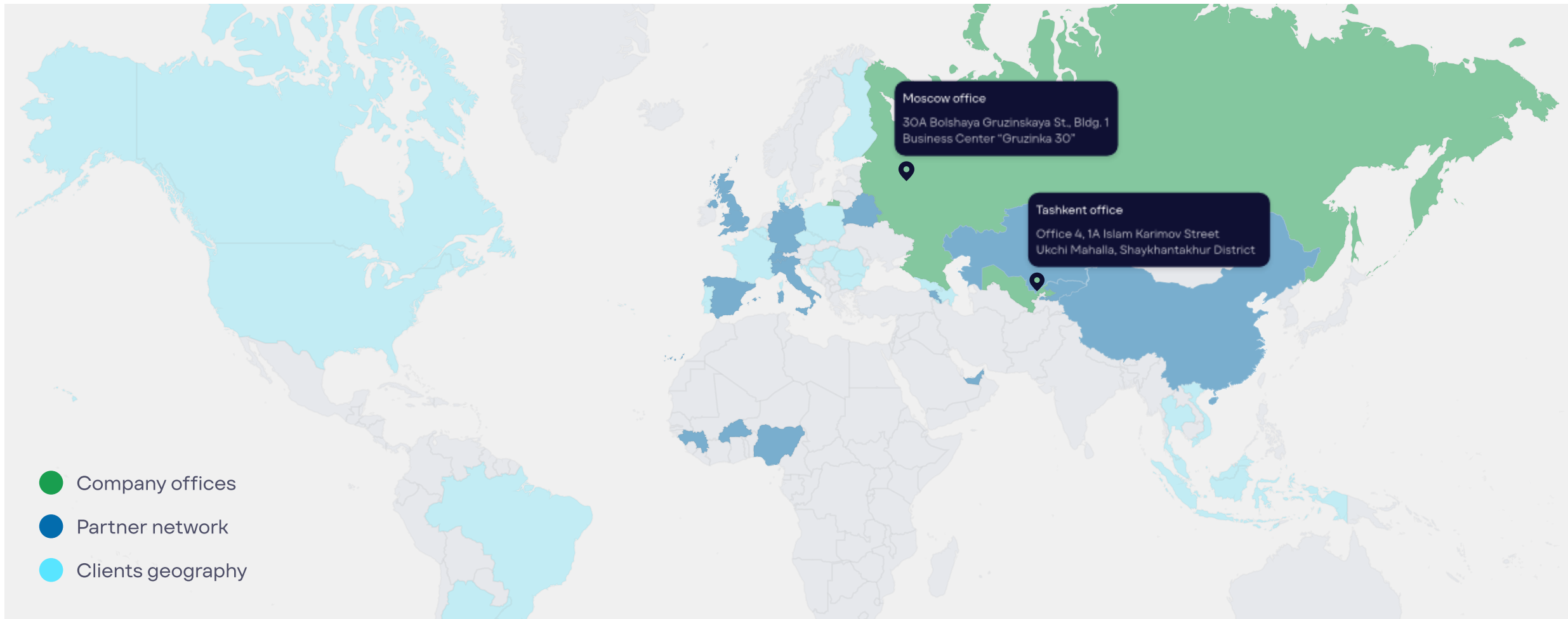
We thank our partners for continuous collaboration



07

Impact
geography

Our contacts — your opportunities





Let's discuss your challenge

Baikal Lobridge®

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